

**CLAIMS**

What is claimed is:

- 5        1. A binding method comprising:  
                generating a pre-personalized book on a binding line for a specific  
                individual;  
                rejecting selective pre-personalized books; and  
                generating an alternate piece in place of each rejected pre-personalized  
10      book to be delivered to the specific individual.
  
2.        The method of claim 1 wherein the pre-personalized book includes pre-  
                personalized information and the alternate piece includes the same pre-personalized  
                information.
  
- 15      3.        The method of claim 1 wherein the pre-personalized book includes a pre-  
                personalized signature.
  
- 20      4.        The method of claim 1 wherein the act of generating the alternate piece  
                includes printing the alternate piece off-line with respect to the binding line.
  
5.        The method of claim 1 wherein the act of generating the alternate piece  
                includes printing the alternate piece on the binding line.
  
- 25      6.        The method of claim 1 wherein the alternate piece is a printed product.
  
7.        The method of claim 6 wherein the alternate piece is a postcard.
  
8.        The method of claim 1 wherein the alternate piece is in electronic format.

9. A binding method comprising:
  - generating a mailing list of recipients;
  - generating a pre-personalized book for each recipient on a binding line;
  - rejecting selective pre-personalized books;
- 5 identifying the recipient of each rejected pre-personalized book; and generating an alternate piece for each rejected pre-personalized book.
10. The method of claim 9 where in the alternate piece is a printed product.
- 10 11. The method of claim 9 wherein the pre-personalized book includes pre-personalized information and the alternate piece includes the same pre-personalized information.
12. The method of claim 9 wherein the act of generating the alternate piece
- 15 includes printing the alternate piece on the binding line.
13. The method of claim 9 wherein the act of generating the alternate piece includes printing the alternate piece off-line with respect to the binding line.
- 20 14. The method of claim 9 wherein the alternate piece is in electronic format.

15. A method of replacing a rejected book on a binding line, the method comprising:

generating a mailing list of recipients having a mailing order;

assembling a pre-personalized book on the binding line for each recipient

5 according to the mailing list;

rejecting selective pre-personalized books; and

generating an alternate piece on the binding line to replace the rejected pre-personalized book, the alternate piece positioned on the binding line to maintain the mailing order.

10

16. The method of claim 15 wherein the alternate piece is a postcard.

17. The method of claim 15 wherein the pre-personalized book includes pre-personalized information and the alternate piece includes the same pre-personalized  
15 information of the pre-personalized book.

18. The method of claim 15 wherein the pre-personalized book includes pre-personalized information and the alternate piece includes different pre-personalized information of the pre-personalized book.

20

19. The method of claim 15 wherein the alternate piece is a printed product.

20. The method of claim 15 wherein the alternate piece is in electronic format.

21. A binding method comprising:
  - generating a mailing list of recipients;
  - generating a pre-personalized printed product off-line for selected recipients on the mailing list;
- 5                   loading the pre-personalized printed products adjacent the binding line;
  - assembling a book for each recipient including a respective pre-personalized printed product;
  - rejecting selective recipients books; and
  - generating an alternate piece for each rejected book.
- 10                  22. The binding method of claim 21 wherein the alternate piece includes at least a portion of the pre-personalized information contained in the pre-personalized printed product for a given selected recipient.
- 15                  23. The binding method of claim 21 and further including the act of generating a generic book to be sent to the selected recipients whose books which were to include the pre-personalized printed products were rejected.

24. A binding method comprising:  
generating a pre-personalized book on a binding line for a specific  
individual, the book having therein a portion containing pre-personalized information;  
rejecting selective pre-personalized books;  
5 reprinting the portion of each rejected book; then  
regenerating the pre-personalized book on the binding line for the specific  
individual to include the portion.

25. The binding method of claim 24 wherein the step of reprinting the portion  
10 is done on the binding line.

26. The binding method of claim 24 wherein the step of reprinting the portion  
is done offline with respect to the binding line.

15 27. The binding method of claim 24 wherein the portion is a signature.

28. A binding method comprising:  
generating a mailing list of recipients;  
generating a pre-personalized printed product for each recipient;  
assembling a first book on the binding line for each recipient, said assembly  
5 including a respective pre-personalized piece;  
rejecting selective first books;  
reprinting the pre-personalized printed product for each recipient whose  
first book was rejected; then  
assembling a second book on the binding line for each recipient whose first  
10 book was rejected, said assembly including the reprinted pre-personalized printed product.

29. The binding method of claim 28 wherein said reprinting step is done on the  
binding line.

15 30. The binding method of claim 28 wherein said reprinting step is done off  
line with respect to the binding line.

31. A method of replacing a rejected book on a binding line, the method  
comprising:

20 generating a mailing list of recipients;  
assembling a pre-personalized book on the binding line for each recipient;  
rejecting selected pre-personalized books; and  
replacing each rejected book with one of the following,  
25 (a) a generic book;  
(b) a regenerated second book identical to the rejected book, or  
(c) an alternate piece.